

## CLAIMS

### **What is claimed is:**

- 5           1.       A product display and support carton, comprising:  
                  a display box defined by a bottom panel and an upwardly extending  
                  wall panel together forming a product carrying enclosure, said display box having an  
                  open top defined by a top wall panel edge disposed opposite said bottom panel, said  
                  product carrying enclosure being inclined at an angle to the vertical when the bottom  
10           panel is on a horizontal surface; and  
                  an opposed pair of dividers extending inwardly from opposite sides of  
                  said wall panel into said product carrying enclosure, said dividers extending toward  
                  one another to define at least two separate product receiving compartments.
- 15           2.       The product display and support carton of claim 1 wherein said  
                  upwardly extending wall panel is defined by an upwardly and rearwardly inclined  
                  front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally  
                  parallel side walls.
- 20           3.       The product display and support carton of claim 2 wherein said front  
                  wall comprises a product restraining rail of less than the height of the products to be  
                  displayed within said product receiving compartments of said product carrying  
                  enclosure.
- 25           4.       The product display and support carton of claim 2 wherein said rear  
                  wall comprises a product support panel of at least the height of the products to be  
                  displayed within said product receiving compartments of said product carrying  
                  enclosure.
- 30           5.       The product display and support carton of claim 2 wherein said side  
                  walls are vertical when said bottom panel is on a horizontal surface, said top wall  
                  panel edge of said side walls inclining upwardly and rearwardly from said front to  
                  said rear wall.

6. The product display and support carton of claim 2 wherein said dividers each are parallel to said front and rear walls to define a plurality of upwardly and rearwardly inclined product receiving compartments within said product carrying enclosure.

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7. The product display and support carton of claim 1 including a carton insert integrally associated with each of said side walls to thereby form and support one of said pair of dividers to define said at least two product receiving compartments.

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8. A product display and support carton, comprising:  
a display box defined by a bottom panel and an upwardly extending wall panel together forming a product carrying enclosure, said upwardly extending wall panel being defined by an upwardly and rearwardly inclined front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally parallel side walls, said display box having an open top defined by a top wall panel edge of said front wall, said rear wall, and said side walls located generally opposite said bottom panel, said product carrying enclosure being inclined at an angle to the vertical when the bottom panel is placed on a horizontal surface; and

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a carton insert integrally associated with each of said side walls to form and support one of a pair of opposed dividers extending inwardly into said product carrying enclosure to define at least two separate product receiving compartments.

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9. The product display and support carton of claim 8 wherein said front wall comprises a product restraining rail of less than the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

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10. The product display and support carton of claim 8 wherein said rear wall comprises a product support panel of at least the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

11. The product display and support carton of claim 8 wherein said side walls are vertical when said bottom panel is on a horizontal surface, said top wall panel edge of said side walls inclining upwardly and rearwardly from said front to said rear wall.

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12.. The product display and support carton of claim 8 wherein said dividers each are parallel to said front and rear walls to define a plurality of upwardly and rearwardly inclined product receiving compartments within said product carrying enclosure.

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13. The product display and support carton of claim 12 including a plurality of carton inserts integrally associated with each of said side walls, each said carton insert having at least one divider corresponding to a divider on the other one of said side walls.

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14. The product display and support carton of claim 13 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said product receiving compartments are generally U-shaped.

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15. The product display and support carton of claim 13 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said product receiving compartments are generally L-shaped.

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16. The product display and support carton of claim 13 wherein each of said cartons inserts is integrally associated with the corresponding side wall of said display box by being adhesively secured to the corresponding side wall with double-sided tape.

17. A gift bag display and support carton, comprising:

a display box defined by a bottom panel and an upwardly extending wall panel together forming a gift bag carrying enclosure, said upwardly extending wall panel being defined by an upwardly and rearwardly inclined front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally parallel side walls, said display box having an open top defined by a top wall edge of said front wall, said rear wall, and said side walls located generally opposite said bottom panel, said gift bag carrying enclosure being inclined at an angle to the vertical when the bottom panel is placed on a horizontal surface; and

a carton insert integrally associated with each of said side walls to form and support one of a pair of opposed dividers extending inwardly from opposite sides of said wall panel into said gift bag carrying enclosure to define at least two separate gift bag receiving compartments for receiving gift bags disposed in an upwardly and rearwardly inclined position within said gift bag carrying enclosure;

said front wall comprising a gift bag restraining rail having a height less than the height of the gift bags to be displayed within said gift bag receiving compartments of said gift bag carrying enclosure, and said rear wall comprising a gift bag support panel having a height at least the height of the gift bags to be displayed within said gift bag receiving compartments of said gift bag carrying enclosure.

18. The gift bag display and support carton of claim 17 wherein said dividers each are parallel to said front and rear walls to define a plurality of upwardly and rearwardly inclined gift bag receiving compartments within said gift bag carrying enclosure.

19. The gift bag display and support carton of claim 18 including a plurality of carton inserts integrally associated with each of said side walls, each said carton insert having at least one divider corresponding to a divider on the other one of said side walls.

20. The gift bag display and support carton of claim 19 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said gift bag receiving compartments are generally U-shaped.

21. The gift bag display and support carton of claim 19 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said gift bag receiving compartments are generally L-shaped.

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22. The gift bag display and support carton of claim 19 wherein each of said cartons inserts is integrally associated with the corresponding side wall of said display box by being adhesively secured to the corresponding side wall with double-sided tape.

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23. The gift bag display and support carton of claim 17 wherein said display box and said carton insert are both formed of a corrugated material and said display box includes printed indicia relating to purchasing gift bags contained within said gift bag carrying enclosure.